

## *Green Lantern, Green Arrow Project: Superhero PSA*

**Directions:** For decades, organizations have used superheroes to inform the public of serious issues and persuade people to act accordingly. During WWII, Superman was used to sell bonds, while Captain America was part of an anti-drug campaign in the 80s. You will select a social issue and then pick a character that corresponds with the issue, someone who would be a strong representative of that issue. For instance, if I was looking for a hero to represent NAMI (National Alliance on Mental Illness), I might pick Daredevil because he struggles with Depression during Waid's run. If I was looking for a hero to represent RAINN (Rape, Abuse, and Incest National Network), I might pick Jessica Jones, because Bendis depicts her as a survivor. Once you have the organization/topic and character, follow the remaining steps.

Step 1) Make sure that your character fits with the issue/organization \_\_\_\_\_/5 points

Step 2) Depict your character from a camera angle that fits the meaning/feeling of the subject matter \_\_\_\_\_/5 points

Step 3) Choose a quote from the comic/organization or create your own slogan for the ad and make sure that it fits the tone/meaning of the character/issue/organization \_\_\_\_\_/5 points

Step 4) Depict the character in a stance/action that fits with the message of the ad \_\_\_\_\_/5 points

Step 5) Use colors that reinforce the message/mood of the organization \_\_\_\_\_/5 points